



Consistent and Effective Messaging in an Emergency

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"One Message, Many Voices"

Message Development (1)



- Focused and relevant
- Highlight the key points
- Be consistent

Effective Tools



- Build your platforms
- Develop your audience
- Use all your tools

Solid Strategy



- Aggressively share, multiple times
- Use all your platforms
- Don't forget the media

Strong Execution



- Think mobile
- Platforms are unique
- Be visual and interesting

Fairfax County



- 1.2 million people, 395 square miles, 55 county agencies
- Fairfax County average with viewing time 95 seconds
- **J 6,457,867** total impressions Jan. June 2014
- f 11.6 million reach in FY 2014
- Fairfax County Emergency Blog March 1-15 76,000 views

Hurricane Sandy



- "10 Ways to get ready for Hurricane Sandy."
- "Hurricane Sandy is about to get worse."
- "Instead of 24 minutes of dangerous winds like the derecho, it will be 24 hours of dangerous conditions."



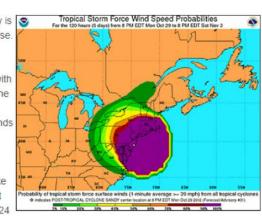
Posted 12:56 p.m.

Hurricane Sandy is about to get worse.

Think of the

derecho storm with high winds in June that lasted 24 minutes. The winds we're about to experience beginning this afternoon are like the derecho, but they will last for 24

hours



To paraphrase: Instead of 24 minutes of dangerous winds, it will be 24 hours of dangerous conditions.

Hurricane Sandy



- 384,651 Emergency Blog views
- 12,752 views of crowdsourcing map
- 1,494 re-tweets of county updates
- 997 instances of the #ffxstorm hashtag
- 346 questions from the public for Ask Fairfax online chat







Message Development +

Effective Tools +

Solid Strategy +

Strong Execution

= One Message, Many Voices





Questions/Discussion

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